

IT'S THOUGHTFUL. IT'S
Rustomjee[®]

Smart Display Campaign Case Study
Executed by Realty Redefined



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Objective

- To promote Rustomjee Urbania Apartments costing 1.14 Cr onwards.
- To run pure performance campaigns 365 days a year with strict month on month lead targets
- Explore newer campaign options which help bring down the overall cost per lead
- Generate maximum leads from Smart Display campaign as compared to other display campaigns
- Reach maximum unique property buyers to generate 200 form fills
- Campaign Duration - 24 Days
- Campaign Budget – 1.50 Lacs

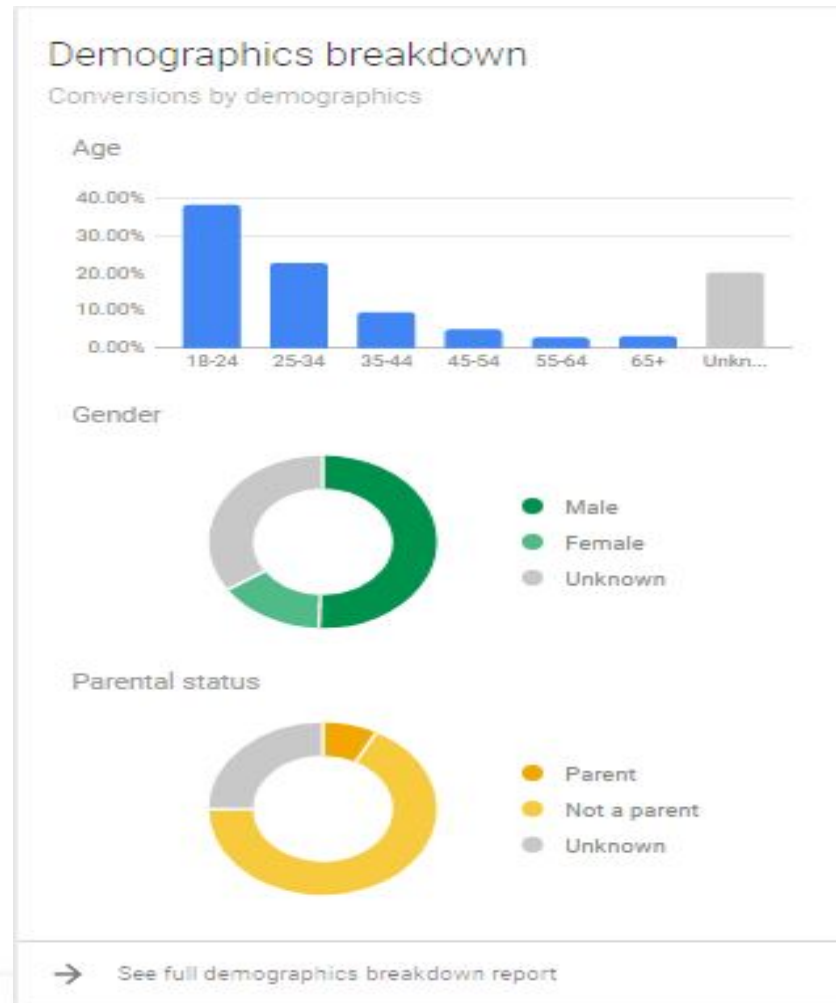


Comparison with other display campaign

Title	Impr	Clicks	Cost	Conv	Cost / Conv	Conv Rate
Display Banner Ads	21,333,468	134,933	₹341,544.67	139	₹2,457.16	0.1%
Smart Display Ads	9,357,415	22,648	₹149,391.71	277	₹539.32	1.22%
Difference	↓ 11,976,053 56%	↓ 112,285 83%	↓ ₹192,152.96 56%	↑ 138 99%	↓ ₹1,917.84 78%	↑ 1.12% 1,120%



Conversion based on demographic targeting



Results

Total Spends	1.5 Lac
Total Leads Generated	250+
Site Visits	20+

Smart Display Campaigns not only helped us drive Site Visits but also helped us bringing down the CPL by a huge margin

The Ratio of Hot Leads to Warm Leads was always above par for Smart Display Campaigns.



Creative Assets

IT'S THOUGHTFUL, IT'S
Rustomjee

Rustomjee Urbania-Thane W

2 BHK Dream Home at 1.14 Cr*



HERE, 'WHO CAN MAKE THE BIGGEST SPLASH?' IS A LEGITIMATE SPORT.
2 BHKs starting @ ₹1.09 cr. onwards

Rustomjee Urbania- Thane

2 BHK Dream Home at 1.14 Cr*
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Rustomjee Urbania-Thane W

2 BHK Dream Home at 1.14 Cr*

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Thank You



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